

MENRAD

THE VISION

MORGAN EYEWEAR COLLECTION

Spring/Summer 2022



Carefree joie de vivre, seductive sensuality and self-evident glamour: the French fashion brand MORGAN sums up the quintessence of the Parisian lifestyle. Independent, modern and playful women can express and identify themselves with the flirtatious, feminine and engaging designs. Like MORGAN Fashion, Eyewear also gives its customer a mesmerizing charisma. With a delicate aesthetic and the harmonious interplay of colors, shapes and details, the claim to underline the wearer's individual attractiveness is fulfilled. The new spring/summer collection 2022 includes 13 attractive prescription frames inspired by French design themes.

Three fine metal models draw the attention to the wearer's eyes with a color-accented modern Windsor ring. It stands out smartly against the fine metal color of the frames. The acetate element is set on the edge of the eye and adds that certain something to the flattering shapes like a panto and a butterfly disc. The long acetate end on the temple also gets a lively, radiant finish in this color.



Mod. 203223

Even more delicate are the other metal models, which emphasize the edges of the eyes even without the use of acetate. Two attractive frames are enhanced with elegant metal trims that are harmoniously coordinated with the temple end. The delicate temple is characterized by lightness and creates a spring-like look. Charming additions to the metal portfolio are the trendiest models with particularly thin-rimmed fronts and delicate temples. Here, too, the color interplay of calm galvanic colors and fresh accent colors creates a vibrant expression. The models feature a shiny logo plate made of precious metal to emphasize the quality and value of MORGAN. The disc shapes cater to every personality with a particularly expressive and trendy hexagonal shape, a feminine and seductive cat eye and a friendly panto.



Mod. 203229



Mod. 201148



Mod. 201152

The six acetate all-rounders round off the collection imaginatively and tastefully. A current and striking trend in acetate designs are material-strong models. MORGAN design culture emphasizes a flattering, playful and graceful look, yet picks up on trends and popular design elements. Thus, the implementation achieves the balance between dominant fronts and harmonious dimensions for each face. The blocky elements are concentrated on the jaws of the glasses, resulting in modern cuts that contrast interestingly with retro influences. The varied lenses are vintage-inspired, with panto, oval or butterfly shapes available, among others. Novel decorative elements such as hexagonal metal rivets or the shiny galvanic logo plate with exciting cut-outs and the engraved MORGAN lettering complement the detail-oriented look. The urban color theme also perfectly supports the effect of the acetate frames.

The French influence is evident throughout the collection. Thus, the hip, commercial lenses embellish every face and the color palette contains bold and radiant trendy shades. The core colors include sophisticated petrol, a sunny honey tone and all shades of confident red.

Background information

MORGAN is a French fashion brand for trend enthusiasts. The feminine designs for young, independent women, who want to underline their identity and originality with extraordinary designs, are sold in over 60 countries and more than 420 stores worldwide. With a turnover of over 200 million euros in 2016, the MORGAN brand occupies a top position among the brands of the BEAUMANIER GROUP and the French fashion world.

<https://www.morgandetoi.com/>

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